

Tasva, a wedding and occasion wear brand for the

modern Indian man, is a brand launched by Aditya

Birla Fashion And Retail Limited in collaboration

with ace couturier Tarun Tahiliani. Derived from

'Tat' (all that is me) and 'Sva' (all that is mine), Tasva

celebrates individuality and the expression of

one's best self.

Tasva represents the perfect fusion of traditional aesthetics and contemporary design. With state-of-the-art tailoring and immaculate fits, Tasva provides high-quality, sophisticated celebration wear for men at accessible price points.

Redefining ethnic wear, the garments are not only stylish but also incredibly comfortable.